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## **Five steps to increasing the market share of environmentally friendly vehicles**

In an address to the Environmentally Friendly Vehicles Conference, organised by the Department for Transport today and attended by Alistair Darling, Minister for Transport, and government and industry representatives from around the world, Jean-Martin Folz, CEO of PSA Peugeot Citroën said the following:

"I have five suggestions for increasing the market share of environmentally friendly vehicles (EFVs):

The first one concerns the importance of affordable technology. As a matter of fact, a real EFV is an affordable vehicle as significant progress in overall emissions reductions will only be achieved if a large number of EFVs are bought by customers.

Secondly, as EFVs are low CO<sub>2</sub> emissions cars, consumers must be provided with the right information about the vehicles so that they can make the right choices. PSA Peugeot Citroën fully supports the CO<sub>2</sub> label recently launched in the UK which is a first step in this process. We must also foster the use of biofuels, as they are immediately available and do fit in the present distribution channels as well as in our current range of engines. The use of biofuels content should not only be part of all government procurement but should receive adequate fiscal support so that biofuels are competitive with fossil fuels.

Central governments should take measures to encourage the introduction of lower CO<sub>2</sub> emissions cars - but such measures must be technology neutral. Setting incentives based only on CO<sub>2</sub> emissions, and not depending on the size and engine displacement of the car, is certainly one of the best ways of spending the public funds to contribute to the battle against climate change.

Finally, there is another area we cannot continue to ignore, and that is the existing vehicle parc. Vehicles over 15 years old pollute 20 or 30 times more than modern cars and yet we ignore their major contribution - in the UK alone, there are 1.8 million cars on the roads that fall into this category. A payment to encourage taking these cars off the roads is a part of the answer. This would not subsidise the cost of a new car, as this would distort the market, but would instead be a simple incentive to get the oldest vehicles off the roads and to allow natural market forces to determine what happens thereafter. This would make a huge contribution to both air quality and road safety.

Carmakers are playing their part, but they can only develop and offer EFV's. Customers should be provided with the right information and encouragement to make the right choices. That is the major responsibility of the public authorities. Hopefully they will know how to assume it."



**Notes:**

- PSA Peugeot Citroën is the joint world leader in diesel engine production. These engines produce the lowest CO<sub>2</sub> emissions of any conventional engine.
- In 2004, PSA Peugeot Citroën accounted for 32% of all new cars in Europe emitting less than 120 g/km of CO<sub>2</sub>.
- In 2004, PSA Peugeot Citroën accounted for 60% of all new cars in Europe emitting less than 110 g/km of CO<sub>2</sub>.
- PSA Peugeot Citroën is the leader in diesel particulate filter technology, having equipped over 1.3 million vehicles with a filter system to-date, accounting for over 80% of all vehicles so equipped.
- PSA Peugeot Citroën makes the STOP&START system, which stops the engine when the car is stationary, restarting it automatically when the car pulls away. This system reduces emissions by as much as 15% in congestion and eliminates engine noise when stationary.